



# Participatory Budgeting

## Steering Committee Workshop #2 Notes

**Where:** City Hall, 203 S. Farwell St., North Conference Room

**When:** Wednesday, August 11, 2021, 9 a.m. to 11 a.m.

**Attendance:** SC members Karen Petersin, Richard Spindler, Jacksen Wolff, Susan Wolfgram, Mia Xiong. City staff: Scott Allen, Jeneise Briggs, Taylor Graybehl, Billie Hufford (virtual), Ned Noel

### Agenda:

**1. Recap/Updates**

The City's new Associate Planner, Billie Hufford, was introduced. She will be adding much needed capacity for PB program. The submitted operating budget request was still pending for 2022 expenditure.

**2. Appoint Second Co-Chair**

Mia Xiong accepted a nomination to serve as the second co-chair. The committee approved for her to serve with Mr. Wolff.

**3. Timeline**

Mr. Graybehl reviewed the Gantt chart timeline again with the 4 major phases. Approving the rulebook by September 2<sup>nd</sup> was seen as the most important thing to accomplish at the committee's next workshop. City Council would then be given the document at their September 14<sup>th</sup> meeting to support via an acceptance resolution. Other critical needs based on time constraints were deciding on the launch, informational and recruiting sessions and the idea collections.

#### **4. Discuss Rulebook Draft**

The committee reviewed the draft rulebook page by page. They agreed to use the UWEC student designed logo, title and tagline for the time being. They wanted to include the roots of the PB initiative including Clear Vision Eau Claire and the All-America City Award. They agreed to list their names and affiliations in the committee roster section. They added Civic Empowerment and Transparency as two more goals for the program.

For outcomes, the committee wanted under Civic Empowerment that young and old groups are reached and marginalized populations. Outreach should “go where they are” and not use traditional civic meeting spaces. Further, to specifically seek these groups out for volunteer opportunities so they can help their own people. Tailor PB education to various intended audiences. It can be basic if needed or verbally conveyed for groups like the Hmong elders. They wanted the Transparency goal and outcome to provide integrity, accountability, open access, consistent communication, monitoring and evaluation throughout the PB cycle and during project implementation. For Inclusion outcomes, they added to harness the power of partnerships such as with faith-based groups and others.

The committee agreed to simplify the Sustainability outcome section with less focus on specific environmental outcomes and to include more human well-being/fundamental human/cultural needs and economic outcomes along with that PB is a structural change on how the city “does business”. PB should not be seen as a one-time/token effort but a sustained well integrated program to make community impact over time and generations.

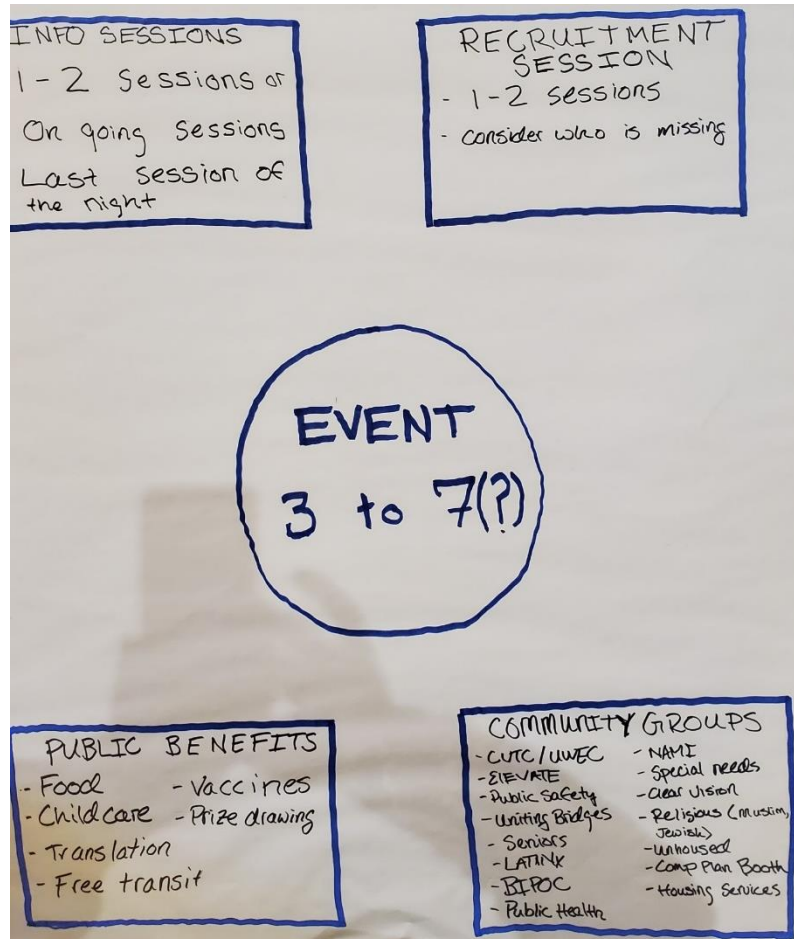
In terms of proposal development process, the committee decided it was wise to keep the City staff “check and balances” (legal, financial, etc.) in the process, but to not have the City Manager approve the list of final projects. This would undermine the grassroots/people-centric led process and working cooperatively together with staff who already have oversight. The committee would therefore, chosen the final project list based on the goals and outcomes described in the rulebook.

The purpose of the capital improvement plan and its funding was discussed under project eligibility. The committee needed more guidance on some of the possible situations when dealing with proposals. However, they were supportive of projects potentially meeting a service or program need in a way that may work and that projects could be located on non-city land, only if the project had a public benefit. They agreed that multiple projects should be funded in year one and left-over funds, if any, should be rolled over to the next cycle. They agreed project eligibility may include public private partnerships that may form from an initial resident idea. They were open to potentially allowing these partnerships to use matching dollars to strengthen a proposal but are not a prerequisite or given added weight. Funding can go towards improving existing

situations and not just new projects. Contracts for winning projects could spell out any legal or other stipulations that City may need to retain.

## 5. Recruitment & Trainings

Mr. Graybehl presented a 3 p.m. to 7 p.m. public event concept to bundle participatory budgeting programmatic needs (information and recruitment sessions) with community groups and public resources. The committee agreed to use this approach and if certain groups are not present to possibly meet with them separately. The senior center was suggested as a possible venue. A short YouTube video played ongoing was suggested to hold people's attention. Actual sessions should not take too long such as 15-20 minute. The video could be replayed and be used in many ways to engage the public after the event. It was also seen as a good solution if the pandemic continues to worsen. A script could be prepared and a stipend provided for a student or person to help make the video. Verbal and written translation of info materials was seen as important and could be accomplished by working with target groups. A possible small grant staff identified could help fund some of the activities and public benefits.



## 6. Launch Details

The committee agreed it will be important to have the community event and info sessions scheduled before the official launch so the public have clear expectations. A press release and special media coverage could help get the word out. Building the PB website should also be ready by then and host the committee's workshop notes and the consultant recommendation report to provide transparency on how the program was developed. Staff will check into if the website can accommodate a sign-up email list serve or a comment box for questions and project ideas.

**7. Next steps**

Committee members will review and make suggestions on an updated draft rulebook using Google Drive. Staff will begin to secure the venue for the community event and start reaching out to stakeholders.